

DATE: June 11, 1998  
SUBJECT: Parliament Lights--Request for GRP Info.  
FROM: Bill Hartnett  
TO: Frank Smith

Frank:

Come the end of 1998, the visuals from our last Parliament Blue shoot will have all been used (to varying extents). Due to production budget limitations (i.e., we shot new Menthol ads this year), we cannot do another Blue shoot until January 1999.

A January 1999 Blue shoot would yield new completed ads in May 1999 (for OOH) and June 1999 (for print). Therefore, we will need to prepare a recommendation on what Blue advertising to run during the "gap" between January 1999 and the debut of new ads.

As was the case earlier this year with Menthol, we need you to help by calculating GRP information for each visual in order to support the recommendation we make. To help you develop this information, attached are summaries of each visual's usage. Included are:

- OOH activity for both the "base" plan and Chicago
- Print activity (months of usage per visual; the list of publications used for each visual--assume 1 insertion in each publication).

Frank, thanks in advance for your help. Let's discuss timing and any questions when you have a moment.

cc: P. Marrinan  
A. Guiterman  
R. Punjabi  
B. Hetrick  
C. Vagnone  
D. Fallon-fyi



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